

Message Text

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ACTION EUR-25

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O R 191453Z FEB 74

FM AMEMBASSY VIENNA

TO AMEMBASSY SOFIA IMMEDIATE

SECSTATE WASHDC 1660

USDOC WASHDC

USIA WASHDC

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COMMERCE/BEWT FOR RICE

EO 11652: NA

TAGS: BEXP, BU

SUBJECG: U.S. PARTICIPATION IN 1974 PLOVDIV FAIR

REF: STATE 30132

1. AT MEETING IN VIENNA ON FEB 18 BETWEEN USIA ASST. DIRECTOR SHIRLEY, USIA OFFICIALS MALONE AND ARTHUR, CHRISTOPHER SNOW OF AMEMBASSY SOFIA, AND EWTC DIRECTOR MARTIN, IT WAS AGREED THAT USIS COULD PROVIDE BASIC CORE "IMAGE" EXHIBIT AND EXHIBIT MANAGEMENT REPRESENTING INVESTMENT OF APPROXIMATELY \$100,000, AT 1974 PLOVDIV FAIR IF INDIVIDUAL COMMERCIAL EXHIBITS SUFFICIENT TO FILL OUT PAVILION CAN BE RECRUITED. CORE EXHIBIT WOULD HAVE AGRICULTURE AS THEME AND USIS WOULD PROVIDE SPACE RENT FREE TO COMMERCIAL EXHIBITORS. BASIC RESPONSIBILITY FOR COMMERCIAL SIDE OF EXHIBIT WOULD REST WITH EMBASSY SOFIA. IF EMBASSY SOFIA INDICATES IT IS WILLING TO ASSUME RESPONSIBILITY FOR PROCUREMENT OF COMMERCIAL SIDE OF EXHIBIT AND RECOMMENDS GOING AHEAD ON THESE CONDITIONS, USIA WILL PROCEED WITH PLANNING.

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2. EWTC CAN PROVIDE WITHIN CURRENT EWTC BUDGET FOLLOWING

ASSISTANCE TO EMBASSY SOFIA IN RECRUITING COMMERCIAL PARTICIPATION:

A. RECRUITMENT OF THOSE U.S. FIRMS BASED IN VIENNA WHICH EMBASSY SOFIA SUGGESTS BE CONTACTED. EWTC WOULD AGREE MAKE TWO CALLS BETWEEN FEB 25 AND APRIL 12 ON EACH FIRM UP TO 30 FIRMS AND SIGN UP THOSE WHO WISH TO PARTICIPATE. IT IS UNDERSTOOD APPROACH WOULD BE SOFT SELL AND THERE IS NO GUARANTEE ANY FIRMS WILL AGREE TO PARTICIPATE.

B. EWTC WILL VISIT FRANKFURT TRADE CENTER AND, IF NECESSARY, MILAN TRADE CENTER TO REQUEST THAT THEY ON SAME BASIS AS EWTC RECRUIT FIRMS SUGGESTED BY EMBASSY SOFIA WHICH ARE LOCATED IN FRANKFURT AND MILAN TRADE PROMOTION AREAS.

C. EWTC DIRECTOR MARTIN COULD SERVE AS BUSINESS DEVELOPMENT OFFICER DURING PERIOD OF PLOVDIV FAIR IF EMBASSY SOFIA WISHES.

3. WE WONDER IF USDOC/BEWT COULD NOT AGREE TO ASSIST EMBASSY SOFIA WITH PROCUREMENT OF PERHAPS FIVE FIRMS DOING BUSINESS IN BULGARIA DIRECTLY FROM U.S. RATHER THAN FROM WESTERN EUROPE. EMBASSY SOFIA COULD DESIGNATE THE FIRMS TO BE APPROACHED. BASED ON EMBASSY SOFIA'S COMMERCIAL REPORTING IN PST YEAR, THERE HAS BEEN UPSURGE IN U.S. BUSINESS ACTIVITY IN BULGARIA, MUCH OF IT DIRECTLY FROM U.S., WHICH JUSTIFIES CAUTIOUS OPTIMISM THAT PROCUREMENT OF U.S.-BASED AMERICAN FIRMS FOR PLOVDIV FAIR CAN BE SUCCESSFUL.

4. AS NOTED ABOVE BASIC RESPONSIBILITY FOR COMMERCIAL PROCUREMENT FOR PLOVDIV FAIR WOULD REMAIN WITH EMBASSY SOFIA. PRECEDENT FOR SUCCESSFUL EMBASSY RECRUITMENT OF FIRMS FOR U.S. COMMERCIAL EXHIBIT IS POZNAN FAIR. EMBASSY WARSAW WAS HIGHLY SUCCESSFUL IN RECRUITING U.S. FIRMS IN 1973 AND WE UNDERSTAND IT ALREADY IS OVERSUBSCRIBED FOR 1974. HUMES

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